CLAIMS

What is claimed is:

1. A method of assigning leads to a recipient, the method comprising:

receiving a lead from a potential customer;

determining a plurality of recipients;

generating a link that is placed in an email; and

distributing the email to the plurality of recipients;

wherein the link is generated such that a first recipient to access the link is assigned the lead.

2. The method of Claim 1 wherein all subsequent recipients to access the link are notified that the first recipient has been assigned the lead.

3. The method of Claim 1, wherein the step of determining a plurality of recipients comprises the steps of:

assigning a rating to each recipient; and

using the assigned ratings to determine a plurality of recipients.

4. The method of Claim 3, wherein the step of assigning a rating to each recipient uses an algorithm to determine the rating for each recipient.

5. The method of Claim 4, wherein the algorithm uses factors selected from a location of the recipient in relation to the potential customer; a product mix sold by the recipient; a number of leads the recipient has received previously; a diligence of the recipient; a percentage of previous leads that resulted in a sale; a percentage of previous sales that included additional items; and a combination thereof.

6. The method of Claim 1, wherein the step of generating the link that is placed in the email comprises the steps of:

assigning a lead identification to the lead;

assigning a unique identification for each of the plurality of recipients;

generating a secret code;

manipulating each unique identification with the secret code; and

adding a trigger.

7. The method of Claim 6, wherein the secret code comprises alphanumeric characters.

8. The method of Claim 6, wherein the secret code is randomly generated.

9. The method of Claim 6, wherein the secret code includes at least one number and each unique identification is manipulated by multiplying each unique identification with a number in the secret code.

10. The method of Claim 6, wherein the method assigns the lead to the first recipient to access the link through the steps of:

verifying the trigger;

reversing the step of manipulating each unique identification with the secret code to obtain the unique identification of the first recipient;

comparing the lead identification, the unique identification of the first recipient, and the secret code with a database;

determining whether any unique identification has been associated with the lead identification; and

associating the unique identification of the first recipient with the lead identification if no unique identification has already been associated with the lead identification, thereby assigning the lead to the first recipient.

11. A machine-readable storage having stored thereon, a computer program having a plurality of code sections, said code sections executable by a machine for causing the machine to perform the steps of:

receiving a lead from a potential customer;

determining a plurality of recipients;

generating a link that is placed in an email; and

distributing the email to the plurality of recipients;

wherein the link is generated such that a first recipient to access the link is assigned the lead.

12. The machine-readable storage of Claim 11, wherein all subsequent recipients to access the link are notified that the first recipient has been assigned the lead.

13. The machine-readable storage of Claim 11, wherein the step of determining a plurality of recipients comprises the steps of:

assigning a rating to each recipient; and

using the assigned ratings to determine a plurality of recipients.

14. The machine-readable storage of Claim 13, wherein the step of assigning a rating to each recipient uses an algorithm to determine the rating for each recipient.

15. The machine-readable storage of Claim 14, wherein the algorithm uses factors selected from a location of the recipient in relation to the potential customer; a product mix sold by the recipient; a number of leads the recipient has received previously; a diligence of the recipient; a percentage of previous leads that resulted in a sale; a percentage of previous sales that included additional items; and a combination thereof.

16. The machine-readable storage of Claim 11, wherein the step of generating the link that is placed in the email comprises the steps of:

assigning a lead identification to the lead;

assigning a unique identification for each of the plurality of recipients;

generating a secret code;

manipulating each unique identification with the secret code; and

adding a trigger.

17. The machine-readable storage of Claim 16, wherein the secret code comprises alphanumeric characters.

18. The machine-readable storage of Claim 16, wherein the secret code is randomly generated.

19. The machine-readable storage of Claim 16, wherein the secret code includes at least one number and each unique identification is manipulated by multiplying each unique identification with a number in the secret code.

20. The machine-readable storage of Claim 16, wherein the machine-readable storage assigns the lead to the first recipient to access the link through the steps of:

verifying the trigger;

reversing the step of manipulating each unique identification with the secret code to obtain the unique identification of the first recipient;

comparing the lead identification, the unique identification of the first recipient, and the secret code with a database;

determining whether any unique identification has been associated with the lead identification; and

associating the unique identification of the first recipient with the lead identification if no unique identification has already been associated with the lead identification, thereby assigning the lead to the first recipient.

21. A system of assigning leads to a recipient comprising:

a mechanism for receiving a lead from a potential customer;

a system for determining a plurality of recipients;

a mechanism for generating a link that is placed in an email; and

a distribution mechanism for distributing the email to the plurality of recipients;

wherein the link is generated such that a first recipient to access the link is assigned the lead.

22. The system of Claim 22, wherein all subsequent recipients to access the link are notified that the first recipient has been assigned the lead.

23. The system of Claim 21, wherein the mechanism for generating the link that is placed in the email comprises:

a system for assigning a lead identification to the lead;

a mechanism for assigning a unique identification for each of the plurality of recipients;

a generating mechanism for generating a secret code;

a mechanism for manipulating each unique identification with the secret code; and

a mechanism for adding a trigger.

24. The system of Claim 23, wherein the system assigns the lead to the first recipient to access the link through:

a system for verifying the trigger;

a system for reversing the manipulation of each unique identification with the secret code to obtain the unique identification of the first recipient;

a system for comparing the lead identification, the unique identification of the first recipient, and the secret code with a database;

a determination system for determining whether any unique identification has been associated with the lead identification; and

an association mechanism for associating the unique identification of the first recipient with the lead identification if no unique identification has already been associated with the lead identification, thereby assigning the lead to the first recipient.